

IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1-21. (canceled)

22. (new) A directional loudspeaker, comprising
a sound source for producing highly directional sound
which is formed by at least one ultrasound loudspeaker,
a pivotable reflector being provided for deflecting
the directional sound,
wherein the at least one ultrasound loudspeaker is
located in a housing,
wherein the reflector is connected to the housing, and
wherein the housing is mounted on a support so as to
be able to pivot and tilt relative to said support.

23. (new) The directional loudspeaker as claimed in claim 22,
wherein
the housing comprises an outer housing and an inner
housing,
the reflector is moveably connected to the inner
housing via a linkage, and
the inner housing is mounted so that it can tilt
and/or pivot with respect to the outer housing.

24. (new) The directional loudspeaker as claimed in claim 22, wherein the reflector is connected to and mounted on the wall of the housing such that it can be moved along the top of the wall.
25. (new) A directional loudspeaker, comprising
a sound source for producing highly directional sound which is formed by at least one ultrasound loudspeaker,
a pivotable reflector being provided for deflecting the directional sound,
wherein the at least one ultrasound loudspeaker is located in a housing,
wherein the reflector is connected to the housing, and
wherein the reflector is connected to and mounted on the wall of the housing such that it can be moved along the top of the wall.
26. (new) The directional loudspeaker as claimed in claim 22, wherein the reflector is moveably connected to the housing by a joint.
27. (new) The directional loudspeaker as claimed in claim 22, wherein the wall of the housing has a circular cross section.
28. (new) The directional loudspeaker as claimed in claim 22, wherein the reflector is pivoted such that it serves as

mechanical protection for the directional loudspeaker's sound source, particularly against environmental influences such as soiling and moisture.

29. (new) The directional loudspeaker as claimed in claim 22, wherein the housing, in which the ultrasound loudspeaker is situated, can be sealed by the reflector.
30. (new) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker's sound source is formed by a plurality of ultrasound loudspeakers which are arranged to form an array, the individual ultrasound loudspeakers being arranged so as to be inclined at an angle relative to one another such that their collective radiation is focused.
31. (new) The directional loudspeaker as claimed in claim 22, wherein the directional loudspeaker is connected to a means for locating people or objects who/which are intended to receive the directional ultrasound signal.
32. (new) The directional loudspeaker as claimed in claim 31, wherein the means for locating people or objects is situated in or on the housing of the directional loudspeaker.
33. (new) The directional loudspeaker as claimed in claim 31,

wherein the means for locating people or objects is able to locate a laser or a radio signal using its emitted light signal or radio signal.

34. (new) The directional loudspeaker as claimed in claim 33, wherein the means for locating people or objects is arranged such that it receives the beam of light from the laser via the latter's deflection on the directional loudspeaker's reflector.
35. (new) The directional loudspeaker as claimed in claim 1 wherein a means is provided which can be used to orient the directional loudspeaker specifically to people or objects who/which are intended to receive sound.
36. (new) The directional loudspeaker as claimed in claim 35, wherein the directional loudspeaker comprises, as additional means, a laser which is arranged in the directional loudspeaker's housing and illuminates the people or objects by means of beam deflection on the directional loudspeaker's reflector.
37. (new) A method for operating a directional loudspeaker, comprising:
- emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and
 - deflecting the emitted sound by means of a reflector

swivel-mounted on the housing, wherein

for the directional orientation of the sound the housing or the inner part of the housing with which the reflector is connected is tilted or pivoted relative to the base of the housing or its supplemental housing outer part.

38. (new) A method for operating a directional loudspeaker, comprising:

emitting highly directional sound from a sound source via at least one ultrasound loudspeaker, and

deflecting the emitted sound by means of a reflector swivel-mounted on the housing, wherein

for the directional orientation of the sound the reflector is moved via a bearing along upper wall of the housing.

39. (new) The method as claimed in claim 37, wherein sound source is mechanically protected by pivoting the reflector such that it closes it off particularly from environmental influences such as soiling and moisture.

40. (new) The method as claimed in claim 39, wherein the people or objects, to whom/which the directional ultrasound is emitted, are located,

and consequently the reflector is oriented suitably

for the purpose of radiating to this locality.

41. (new) The method as claimed in claim 40, wherein of people or object location is effected on the basis of a laser beam or a radio signal, which is sent by a laser or radio, situated at the location which is to be located, to a laser light receiver associated with the directional loudspeaker, said receiver being able to infer the location of the light source from the received light signal.
42. (new) The method as claimed in claim 37, wherein to assist the specific orientation of the directional loudspeaker the people or objects who/which are situated in the current direction of the main ray from the directional loudspeaker are specifically illuminated.
43. (new) The method as claimed in claim 42, wherein the specific illumination is effected using a laser.